



Virginia Green Partner Profile:



The Garden Club of Virginia



Richmond, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

The Garden Club of VA

"The Garden Club of Virginia (GCV) is a nonprofit entity with an active association of forty-seven garden clubs. GCV sponsors Historic Garden Week, a statewide tour of historic homes, gardens and landscapes – also known as "America's Largest Open House".

Since 1920, The Garden Club of Virginia accepted the role of focusing public attention on preservation issues around the state by establishing its first standing committee, Conservation. Today, the Conservation Committee focuses on legislative, educational and landscape issues as they relate to conservation and beautification around the Commonwealth.

Serving as headquarters for The Garden Club of Virginia, The Kent-Valentine House is a 19th century mansion restored by the members of the GCV. GCV's Restoration Committee continues to restore Virginia's splendid historic gardens and landscapes."



CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Will send out emails or mailers to their membership about Virginia Green.
 - Will make an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
 - Will include a Virginia Green feature in their newsletter or other publication.

- Will display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Will use the Virginia Green logo on signage pointing out recycling or other “green” improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☑ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Use silverware instead of plastic utensils
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- Avoid box lunches – trays/platters of food are much less wasteful

☑ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, electronic equipment
- Use bulk soap dispensers instead of individual soaps
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles



Bruton Parish After Construction

☑ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops

☑ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Have had an energy audit to identify efficiency opportunities
- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Perform preventative maintenance on HVAC system
- Have individual, programmable thermostats
- Use natural lighting

For more information on **The Garden Club of Virginia**, see www.gcvirginia.org or contact **Rose Marie Tronge** at director@gcvirginia.org or 804-643-4137.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

